

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	107	((effect\$3 or affect\$3 or impact\$3) NEAR5 (attribute\$1 or characteristic\$1 or feature\$1)) SAME (prefer\$5 NEAR5 product\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 12:59
<i>Kmit</i> L2	8	1 AND ((overall or total\$2 or general\$5) NEAR5 (prefer\$3 or preference\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 13:02
<i>Kmit</i> L3	17	((overall NEAR4 preference\$1) AND ((base or baseline) NEAR4 preference\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 13:05
L4	836	((total or complete or overall or test\$4 or experiment\$5) NEAR4 (preference\$1 or inclination\$1 or comfort\$5 or satisfaction\$1)) AND ((base or baseline or benchmark\$4 or control\$1) NEAR4 (preference\$1 or inclination\$1 or comfort\$5 or satisfaction\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 13:43
L5	422	4 AND test\$4 AND control\$1	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 13:48
<i>Kmit</i> L6	17	5 AND (test\$4 NEAR5 (brand\$1 or product\$1)) AND (control\$1 NEAR5 (brand\$1 or product\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 14:11
<i>Kmit</i> L7	10	((force\$1 NEAR2 choice\$1) AND ((brand\$1 or product\$1) NEAR4 (prefer\$4 or preference\$1 or favor\$3 or favorite\$1)))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 14:13

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Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1438	(compare\$1 or comparing or comparison\$1 or ratio\$1) SAME (prefer\$4 or preference\$1 or favor\$3 or favorite\$1) SAME product\$1 SAME (attribute\$1 or feature\$1 or characteristic\$1) SAME (overall or whole)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 14:22
L2	1438	(compare\$1 or comparing or comparison\$1 or ratio\$1 or benchmark\$3) SAME (prefer\$4 or preference\$1 or favor\$3 or favorite\$1) SAME product\$1 SAME (attribute\$1 or feature\$1 or characteristic\$1) SAME (overall or whole)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 14:22
<i>view</i> L3	3	(compare\$1 or comparing or comparison\$1 or ratio\$1 or benchmark\$3) NEAR10 (prefer\$4 or preference\$1 or favor\$3 or favorite\$1) NEAR10 product\$1 NEAR10 (attribute\$1 or feature\$1 or characteristic\$1) NEAR10 (overall or whole)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/02/18 14:23

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Web Results 1 - 10 of about **24,000,000** for **effect of characteristic product preference**. (0.32 seconds)

Book results for effect of characteristic product preference



Environmental Effect of the Gasoline Tilt ... - by United States. Congress. House. Committee on Interstate and Foreign Commerce. Subcommittee on Oversight and Investigations - 253 pages
[Code of Federal Regulations](#)

The effects of preference heterogeneity and source characteristics ...

The **effects of preference** heterogeneity and source **characteristics** on ad ... One **product characteristic** that may help to explain the circumstances in which ...
www.allbusiness.com/periodicals/article/323164-1.html - 39k - [Cached](#) - [Similar pages](#)

SFAS 36 - Impact on Preference Shares with Bond Characteristics ...

SFAS 36 - Impact on **Preference Shares with Bond Characteristics** (part 2 of 2). Written By: James Huang ... The **Effect** of the "Amnesty" for **Preference Shares** ...
www.pwcglobal.com/extweb/indissue.nsf/docid/BDF9A9EB518D73F96CA25709F0007629A
 - 17k - [Cached](#) - [Similar pages](#)

Characteristics of Japanese people heavily affects their shopping ...

Analysis of unique **characteristic** of the Japanese people is essential for thorough online and ... Japanese manufacturers cut their **production** costs by using ...
www.intelbridges.com/japanesedisposition.html - 23k - [Cached](#) - [Similar pages](#)

[PDF] Religion, Religiosity, Lifestyles and Food Consumption

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 joy of cooking, in addition to the usual variables. (**product** price and income), **affect** purchasing of. food **products** with differentiated **characteristics**. ...
www.agecon.ucdavis.edu/uploads/update_articles/v8n2_4.pdf - [Similar pages](#)

[PDF] Effects of Brand Preference, Product Attributes, and Marketing Mix ...

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preferences, managers need to evaluate to **effects** of **product** attributes and ... 3.1.1
 Incorporating the **Effect** of Model **Characteristics** on Brand Choice ...
www.binghamton.edu/som/research/current/Digicam_Paper.pdf - [Similar pages](#)

Creascience :: Preference Mapping

Your browser does not support script, this might **affect** the rendering of this web ... the key **characteristics** contributing to the **preference of products** ...
www.creascience.com/Preference_E.htm - 15k - [Cached](#) - [Similar pages](#)

FDA/CFSAN - Consumer Research on Food Labels

Performance **Characteristics** of Seven Nutrition Label Formats. ... Reference Values or nutrition profile aids increased **preference** but either did not **affect** ...
www.cfsan.fda.gov/~lrd/ab-label.html - 15k - [Cached](#) - [Similar pages](#)

SMU Research Magazine 2003: What's in a Brand Name?

A consumer may rate a **product** on a favorable **characteristic** – strength for a ... When the **product effect** dissipates, what's left is people's attachment to ...
www.smu.edu/newsinfo/research/2003/brandname.html - 15k - [Cached](#) - [Similar pages](#)

Influence of Product Class on Preference for Shopping on the Internet

Recognizing that consumer buying **characteristics** vary by **product** type, ... **effects** on

online purchase **preference** for the experience-2 **product** class. ...
jcmc.indiana.edu/vol8/issue1/girard.html - 115k - [Cached](#) - [Similar pages](#)

Amazon.com: Product characteristic and price: Their effect on ...
Product characteristic and price: Their **effect** on brand **preference** in a consumer durables market. I own the rights to this title and would like to make it ...
www.amazon.com/exec/obidos/tg/detail/-/B0006W1XJE?v=glance - 45k -
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Web Results 1 - 10 of about 11,100,000 for **product development effect of attributes on preference**. (0.39 s)

Scholarly articles for **product development effect of attributes on preference**



Commercial Use of Conjoint Analysis in Europe: Results ... - by Wittink - 95 citations

The Effect of Reward Structures on the Performance of ... - by Sarin - 23 citations

The Impact of Inferential Beliefs on Product Evaluations - by Huber - 59 citations

[PDF] **Effects of Brand Preference, Product Attributes, and Marketing Mix ...**

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in.

Technology **Product Markets**. Abstract. We **develop** a demand model for ...

www.binghamton.edu/som/research/current/Digicam_Paper.pdf - [Similar pages](#)

SSRN-Effects of Brand Preference, Product Attributes, and ...

SSRN-Effects of Brand Preference, Product Attributes, and Marketing Mix Variables ...

Product Line Attractiveness, Product Development, Nested Logit Models, ...

papers.ssrn.com/sol3/papers.cfm?abstract_id=834824 - 30k - [Cached](#) - [Similar pages](#)

Effects of Brand Preference, Product Attributes, and Marketing Mix ...

Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in ... White

Paper Project Portfolio Management for New **Product Development**: ...

jobfunctions.bnet.com/abstract.aspx?promo=50002&docid=140513 - 30k -

[Cached](#) - [Similar pages](#)

[PDF] **A Mathematical Multi-Attribute Value Model for the Front-End ...**

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product development based on consumer stated. **preferences** for the **attributes**. ... **effect**

of a specific **product attribute** depends not only upon ...

esd.mit.edu/HeadLine/banerjee_downen_presenting/downen_paper.pdf - [Similar pages](#)

[PDF] **Blue Flame Pharmaceuticals v15.indd**

File Format: PDF/Adobe Acrobat - [View as HTML](#)

And if **product development**. still allows for changes, the ... individual **preferences**. across

medications and. treatment **attributes**. Understand and quantify ...

www.blueflamedata.com/whitepapers/Blue%20Flame%20Pharmaceuticals%20v15a.pdf -

[Similar pages](#)

AgBioForum 2(2): Evaluating The Gains Associated With ...

Simulation Analysis Of The Effects Of Product Differentiation On The Economics ...

product quality attributes and specific consumer **preferences** would thus ...

www.agbioforum.org/v2n2/v2n2a10-scrimageour.htm - 25k - [Cached](#) - [Similar pages](#)

Applied Sensory Science and Consumer Testing Certificate Program ...

Roles of Sensory Science in marketin, **product development**, ... Principal component

analysis of sensory **attributes** and hedonic ratings; Internal **preference** ...

extension.ucdavis.edu/sensory/outlines.html - 40k - [Cached](#) - [Similar pages](#)

Product Differentiation, Attribute Marketing and Traceability

Product Differentiation, Attribute Marketing and Traceability ... Kansas State University

and ORT University report on the **development** and operation of ...

www.agmrc.org/agmrc/research/productdifferentiation.htm - 39k - [Cached](#) - [Similar pages](#)

HortResearch - Sensory & consumer science

Trained panel data can be correlated with consumers' **preferences** and acceptability (**preference** mapping) to determine optimum **product attributes** for desired ...
www.hortresearch.co.nz/index/page/390 - 15k - [Cached](#) - [Similar pages](#)

New Product Development Glossary

Information on best practices in new **products** for **product development** ... for the purpose of ascertaining customer **preferences** for some **attributes** over ...
www.pdma.org/library/glossary.html - 101k - [Cached](#) - [Similar pages](#)

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Scholar Results 1 - 10 of about 18,900 for **product development effect of attributes on preference.** (0.16 s)

Commercial Use of Conjoint Analysis in Europe: Results and Critical Reflections - group of 4 »

DR Wittink, M Vriens, W Burhenne - International Journal of Research in Marketing, 1994 - skimgroup.com

... of conjoint analysis, after their initial **development** in the 1980's. ... study based on five **product** categories showed ... 1990) suggest that the **effect** occurs because ...

Cited by 95 - [Web Search](#)

The **Effect** of Reward Structures on the Performance of Cross-Functional **Product**

Development Teams - group of 2 »

S Sarin, V Mahajan - JOURNAL OF MARKETING, 2001 - extenza-eps.com

... **Product Development** Teams This study examines the **effect** of reward structures on the performance of cross-functional **product development** teams. ...

Cited by 23 - [Web Search](#) - [BL Direct](#)

The Impact of Inferential Beliefs on **Product** Evaluations

J Huber, J McCann - Journal of Marketing Research, 1982 - JSTOR

... FORMAL **DEVELOPMENT** In this section we present a mathematical theory ... not visible or stated in the **product** description. ... This measure of the marginal **effect** of an ...

Cited by 59 - [Web Search](#)

Characteristic, Beneficial, and Image **Attributes** in Consumer Judgments of Similarity and

Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR

... Stimuli **Development** Including characteristic and beneficial **attributes** in a ... we expect the **product** factor to be ... A significant task **effect** indicates that the ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

The **Effect** of Incentive Schemes and Organizational Arrangements on the New **Product**

Development ... - group of 10 »

M Natter, A Mild, M Feurstein, G Dorffner, A ... - Management Science, 2001 - extenza-eps.com

Page 1. The **Effect** of Incentive Schemes and ... **Attributes** Z ... Page 4. NATTER, MILD, FEURSTEIN, DORFFNER, AND TAUDES Search and Coordination in New **Product Development** ...

Cited by 17 - [Web Search](#) - [BL Direct](#)

Integrating Market Research with the **Product Development** Process: A Step towards Design for Profit

SK Gupta, AK Samuel - Proceedings of the ASME DETC 2001, 2001 - rhsmith.umd.edu

... The **effect** of time-to-market on profit ... dependent/coupled effects of performance **attributes** were not ... being considered during the **product development** process and ...

Cited by 13 - [View as HTML](#) - [Web Search](#)

Consumer Preferences for Quality and Freshness **Attributes** of Eggs Mitchell R. Ness, Hubert

Gerhardy ... - group of 4 »

MR Ness - British Food Journal, 1994 - emeraldinsight.com

... A recent **development** is adaptive conjoint analysis (ACA) in ... the proportion of times that each **product** will be ... then possible to investigate the **effect** on market ...

Cited by 19 - [Web Search](#) - [BL Direct](#)

Understanding How Product Attributes Influence Product Categorization: Development and Validation of ...

M Viswanathan, TL Childers - Journal of Marketing Research, 1999 - JSTOR

... of a category- level **effect** for attribute ... linkage between constituent **product attributes** and overall ... as brand extensions, **product development**, and positioning. ...

Cited by 14 - [Web Search](#) - [BL Direct](#)

Modeling Imprecision in Product Design - group of 3 »

KN Otto, EK Antonsson - Proceedings of the Third IEEE International Conference on ..., 1994 - [ieeexplore.ieee.org](#)

... will greatly increase the **preference** for other **attributes**. ... carefully so that the **effect** of noise ... from measure theory [3]. **Product development** also encompassed ...

Cited by 14 - [Web Search](#)

Product Development Decisions: A Review of the Literature - group of 7 »

V Krishnan, KT Ulrich - Management Science, 2001 - [extenza-eps.com](#)

... **Attributes** are an abstraction of a **product**. Concept **development** also involves the embodiment of these **attributes** into some kind of technological ...

Cited by 138 - [Web Search](#) - [BL Direct](#)

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Results **1 - 10** of about **56,200** for **effect of features of product success**. (0.13 seconds)

The Effect of a Market Orientation on Business Profitability

JC Narver, SF Slater - Journal of Marketing, 1990 - JSTOR

... orientation to customer retention, new **product success**, and sales ... the components within a given **Effect** of a ... competitor orientation depends on **features** of the ...

Cited by 930 - [Web Search](#) - [Library Search](#)

The effect of acceleration techniques on product development time - group of 2 »

BJ Zirger, JL Hartley - IEEE Transactions on Engineering Management, 1996 - [ieeexplore.ieee.org](#)

... 3 ZIRGER AND HARTLEY: THE **EFFECT** OF ACCELERATION ... When performance requirements and **product features** are determined ... that influence the **product's** configuration ...

Cited by 62 - [Web Search](#) - [BL Direct](#)

The Determinants of Japanese New Product Successes

XM Song, ME Parry - Journal of Marketing Research, 1997 - JSTOR

... advantage, such as the presence of unique **features**, relatively high ... that the level of competition affects a **product's success** through its **effect** on two ...

Cited by 79 - [Web Search](#) - [BL Direct](#)

... Scope and Project Performance: The Effect of Parts Strategy and Supplier Involvement on Product ... - group of 3 »

KB Clark - Management Science, 1989 - JSTOR

... by the content of the **product** (**features**, performance, degree ... In **effect**, the better suppliers look for ... A Study of **Success** and Failure in **Product** Innovation: The ...

Cited by 187 - [Web Search](#)

The Impact of Organizational Memory on New Product Performance and Creativity

C Moorman, AS Miner - Journal of Marketing Research, 1997 - JSTOR

... may have varied effects on different **features** of **product** ... cators of **success** in new **product** activities, including ... By implication, the **effect** of memory level and ...

Cited by 143 - [Web Search](#) - [BL Direct](#)

Product Development: Past Research, Present Findings, and Future Directions

SL Brown, KM Eisenhardt - The Academy of Management Review, 1995 - JSTOR

... These results suggest that the **effect** of market ... **product**-development process, which emphasizes **features** of the ... to observe the "new **product** development" forest ...

Cited by 506 - [Web Search](#) - [BL Direct](#)

Strategic Orientation of the Firm and New Product Performance

H Gatignon, JM Xuereb - Journal of Marketing Research, 1997 - JSTOR

... However, in addition to its **effect** on prod- uct ... is negatively associated with innovation **success** in such ... costs, rather than rely on **product features** to sustain ...

Cited by 146 - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Applying Software Product-Line Architecture - group of 6 »

D Dikel, D Kane, S Ornburn, W Loftus, J Wilson - IEEE Computer, 1997 - [ieeexplore.ieee.org](#)

... the group delivered high-risk **features** in phases ... private-sector organizations in software **product**-line architecture ... how and with what **effect** organizations apply ...

[Cited by 55](#) - [Web Search](#) - [BL Direct](#)

Factors for Success in R&D Projects and New Product Innovation: A Contextual Framework - group of 3 »

R Balachandra, JH Friar - IEEE Transactions on Engineering Management, 1997 - [ieeexplore.ieee.org](#)

... Table II shows the studies and their important **features**. ... been found is that the magnitude of the **effect** of the ... affecting the **success** of the new **product** or R&D ...

[Cited by 97](#) - [Web Search](#) - [BL Direct](#)

Interpretive Barriers to Successful Product Innovation in Large Firms

D Dougherty - Organization Science, 1992 - JSTOR

... problem they found after introduction with certain **features**. ... the thought world can all have an **effect**. ... that improvements in the new **product success** rate are ...

[Cited by 376](#) - [Web Search](#) - [Library Search](#)

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Scholar Results 1 - 10 of about 17,800 for **product testing effect of features on product preference.** (0.15

The Effect of New Product Features on Brand Choice

SM Nowlis, I Simonson - Journal of Marketing Research, 1996 - JSTOR

... Neither High-Quality Low-Quality **Product** Brand Brand ... This approach cannot be employed for **testing** the contribution ... alternative way to examine the **effect** of new ...

Cited by 24 - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Processing Product Unique Features: Alignability and Involvement in Preference

Construction - group of 3 »

S Zhang, AB Markman - Journal of Consumer Psychology, 2001 - leaonline.com

... play a role and how other contextual variables may moderate the alignability **effect** in consumer ... PROCESSING **PRODUCT** UNIQUE FEATURES 17 Page 6. ... Hypothesis **Testing** ...

Cited by 19 - [Web Search](#) - [BL Direct](#)

Consumer Learning: Advertising and the Ambiguity of Product Experience - group of 2 »

SJ Hoch, YW Ha - The Journal of Consumer Research, 1986 - JSTOR

... looked very similar (same mesh weave, same styling **features**, some with ... The persuasiveness of an ad and the **effect** of ads on **product testing** are interesting ...

Cited by 135 - [Web Search](#)

Profit Maximizing Perceptual Positions: An Integrated Theory for the Selection of Product Features ... - group of 2 »

JR Hauser, P Simmie - Management Science, 1981 - JSTOR

... be treated as a main **effect** in the ... his assistance in developing and **testing** the question ...

NESLIN, SCOTT, "Linking **Product Features** to Perceptions: Application ...

Cited by 37 - [Web Search](#)

Toward Understanding the Attraction Effect: The Implications of Product Stimulus Meaningfulness and ... - group of 2 »

S Ratneshwar, AD Shocker, DW Stewart - The Journal of Consumer Research, 1987 - JSTOR

... Attribute Dimension 2 Attribute Dimension 1 context **effect** such as ... call into question many current practices of **product** concept **testing** and conjoint ...

Cited by 34 - [Web Search](#)

The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach - group of 2 »

GJ Gorn - Journal of Marketing, 1982 - JSTOR

... For ex- ample, the communicator **effect** may to some extent be due to the ... Arousal In **testing** for classical conditioning, **product** infor- mation in the ...

Cited by 70 - [Web Search](#)

The Determinants of Japanese New Product Successes

XM Song, ME Parry - Journal of Marketing Research, 1997 - JSTOR

... integration has the largest total **effect** (.63) on ... could reduce the costs of certain **features** in the ... Executing prototype or "in house" sample **product testing**. ...

Cited by 79 - [Web Search](#) - [BL Direct](#)

The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development ... - group of 10 »

M Natter, A Mild, M Feurstein, G Dorffner, A ... - Management Science, 2001 - extenza-eps.com
... impact of a variation of technical **features** on **product** attributes Z, (2) the importance of an attribute Z, W i , and (3) the estimated cost **effect**, (CY), of ...
Cited by 17 - [Web Search](#) - [BL Direct](#)

The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams - group of 2 »

S Sarin, V Mahajan - JOURNAL OF MARKETING, 2001 - extenza-eps.com
... **Product** Development Teams This study examines the **effect** of reward structures on the performance of cross-functional **product** development teams. ...
Cited by 23 - [Web Search](#) - [BL Direct](#)

... of time pressure on the choice between brands that differ in quality, price, and product features

SM Nowlis - Marketing Letters, 1995 - Springer
... 18 percent/14 percent for the unique **product features** ($p > 0.20$... In the sets **testing** the model types, the correct ... decisions would have a systematic **effect** on the ...
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Consumer Choice Behavior in Online and Traditional Supermarkets: The Effects of Brand Name, Price, ... - group of 7 »

AM Degeratu, A Rangaswamy, J Wu - International Journal of Research in Marketing, 2000 - smeal.psu.edu
... in a suitable format (eg, brand × attribute **matrix**) as in ... consumers use the personal list **feature**, there is ... However, due to the "halo **effect**" argument we ...
[Cited by 129](#) - [View as HTML](#) - [Web Search](#)

Shopping Behavior and Consumer Preference for Store Price Format: Why "Large Basket" Shoppers Prefer ... - group of 8 »

DR Bell, JM Lattin - Marketing Science, 1998 - JSTOR
... This idea can be represented in a simple 2 x 2 **matrix**: Choice Decision ... model of store choice, however, we do control for the **effect of feature** advertising. ...
[Cited by 54](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Scattering aligned NO on Ag (111): The effect of internuclear-axis direction on NO and O product ... - group of 3 »

JN Greeley, JS Martin, JR Morris, DC Jacobs - The Journal of Chemical Physics, 1995 - nd.edu
... Measuring the **product** yield dependence on F, reveals the **effect** that approach ...
Fortunately, the coupling **matrix**, also termed the radial dipole **matrix**, has ...
[Cited by 9](#) - [View as HTML](#) - [Web Search](#) - [BL Direct](#)

The effect of differences in the number of attribute levels on conjoint results

DR Wittink, L Krishnamurthi, DJ Reibstein - Marketing Letters, 1990 - Springer
... preferred over the object without the **feature** and the ... data base to investigate the systematic **effect** of the ... exist for the rank order tradeoff **matrix** input as ...
[Cited by 29](#) - [Web Search](#)

Transitions in Preference over Time: The Effects of Memory on Message Persuasiveness

JW Alba, H Marmorstein, A Chattopadhyay - Journal of Marketing Research, 1992 - JSTOR
... sons than from a brand-by-attribute **matrix**, memory for ... statistical power rather than a true null **effect**. ... when the memory brand had high **feature** frequency. ...
[Cited by 13](#) - [Web Search](#) - [BL Direct](#)

The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development ... - group of 10 »

M Natter, A Mild, M Feurstein, G Dorffner, A ... - Management Science, 2001 - extenza-eps.com
... **product** attributes Z_j —the central **matrix**—using the correlation r_{Z_i, W_i} , and
(3) the estimated cost **effect**, (CY), of changing the technical **feature**. ...
[Cited by 17](#) - [Web Search](#) - [BL Direct](#)

Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments

R Grover, V Srinivasan - Journal of Marketing Research, 1992 - JSTOR
... regression equations if the predictor **matrix** is identical ... sales is illustrated by considering the **effect** of a ... promotion (but no coupon or **feature**) by chain ...
[Cited by 56](#) - [Web Search](#)

CT Scialfa, KM Joffe - PERCEPTION AND PSYCHOPHYSICS, 1998 - psych.ucalgary.ca
... placed within the cells of an imaginary **matrix** 30.5 deg ... This too may have reduced
effect sizes in the tests ... eye movements are not needed in **feature** search but ...
Cited by 23 - View as HTML - Web Search - BL Direct

EJ Johnson, JE Russo - The Journal of Consumer Research, 1984 - JSTOR
... or prod- uct familiarity-has been a **feature** of both ... decisions may be as great as
the **effect** of the ... as effective supplements to the brand X attribute **matrix**. ...
Cited by 121 - Web Search

R Dhar, SM Nowlis - The Journal of Consumer Research, 1999 - JSTOR
... in an option X attri- bute **matrix**, where subjects ... framework since whether or not
a **feature** is considered in ... of future research might look at the **effect** of the ...
Cited by 27 - Web Search - BL Direct

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matrix effect of feature overall produ

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effect of (feature or characteristic or attribute)

1980

- 2001

Search

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"of" is a very common word and was not included in your search. [\[details\]](#)

Lowercase "or" was ignored. Try "OR" to search for either of two terms. [\[details\]](#)

The "AND" operator is unnecessary -- we include all search terms by default. [\[details\]](#)

Scholar Results 1 - 10 of about 12,400 for **effect of (feature or characteristic or attribute) and (product) choice**

The Effect of New Product Features on Brand Choice

SM Nowlis, I Simonson - Journal of Marketing Research, 1996 - JSTOR

... the new features had a nonsignificant **effect** on the ... to choose a **product** that offers a new **feature**. Another task **characteristic**, which we examine in a separate ...

[Cited by 24](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-

... - group of 2 »

PM Herr, FR Kardes, J Kim - The Journal of Consumer Research, 1991 - JSTOR

... Recent research on the negativity **effect** in impression ... **attribute**) is perceived as **characteristic** of only low ... but average handling (a neutral **feature**) can be ...

[Cited by 121](#) - [Web Search](#)

Product-Level Choice: A Top-Down or Bottom-Up Process? - group of 2 »

CW Park, DC Smith - The Journal of Consumer Research, 1989 - JSTOR

... of holistic matching, instead of the **feature**-based compensatory ... on the second most important **characteristic**, and so on ... and the within-subject **effect** of decision ...

[Cited by 25](#) - [Web Search](#)

How Valid are Product Descriptions and Protocols in Choice Experiments? - group of 2 »

RJ Smead, JB Wilcox, RE Wilkes - The Journal of Consumer Research, 1981 - JSTOR

... process, perhaps due to some inherent **characteristic** of oral ... description it is necessary to read about the **feature**. ... the grand mean and the **effect** parameters, eg ...

[Cited by 10](#) - [Web Search](#)

A Multiattribute Model of Consumer Choice during Product Learning

RJ Meyer, A Sathi - Marketing Science, 1985 - JSTOR

... The key **feature** of this framework is that it ... for uncertainty, there is an implicit "familiarity" **effect** in the ... R is the number of **characteristic** attributes of ...

[Cited by 13](#) - [Web Search](#)

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? - group of 2 »

AA Mitchell, JCJC Olson - Advertising & Society Review, 2000 - muse.jhu.edu

... of which contained verbal information about a **product characteristic**. ... The last **feature**, in fact, may account for ... beliefs had a major mediating **effect** on brand ...

[Cited by 147](#) - [Web Search](#)

Modeling Consumer Choice among SKUs

PS Fader, BGS Hardie - Journal of Marketing Research, 1996 - JSTOR

... or absence of a particular **product characteristic**; this leads ... statistical significance than any other marketing mix **effect**. ... baking soda as a **feature**); a filling ...

[Cited by 72](#) - [Web Search](#) - [BL Direct](#)

Consumer **Choice** Behavior in Online and Traditional Supermarkets: The Effects of Brand Name, Price, ... - group of 7 »

AM Degeratu, A Rangaswamy, J Wu - International Journal of Research in Marketing, 2000 - smeal.psu.edu
... when consumers use the personal list **feature**, there is ... groceries from Peapod), this should have little **effect** on ... an observable **characteristic** of the household. ...
[Cited by 129](#) - [View as HTML](#) - [Web Search](#)

Recommending or persuading? The impact of a shopping agent's algorithm on user behavior - group of 4 »

G Haeubl, KB Murray - ACM Conference on Electronic Commerce, 2001 - portal.acm.org
... Such **feature-** or **attribute-**based recommendation agents are ... sorting algorithm — is a key **characteristic** of a ... of the predicted inclusion **effect**, the available ...
[Cited by 8](#) - [Web Search](#)

Why Switch? **Product** Category: Level Explanations for True Variety-Seeking Behavior

HCMV Trijp, WD Hoyer, JJ Inman - Journal of Marketing Research, 1996 - JSTOR
... the **product** category-level **characteristic** main **effect** and a ... Their distinguishing **feature** relative to the individual difference **characteristic** is that ...
[Cited by 51](#) - [Web Search](#) - [BL Direct](#)

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effect of (feature or characteristic or [Search](#)

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effect of (feature or characteristic or attribute)

1980

- 2001

Search

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Lowercase "or" was ignored. Try "OR" to search for either of two terms. [\[details\]](#)

Scholar Results 1 - 10 of about 3,990 for **effect of (feature or characteristic or attribute) overall (product)**

Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR
... types mean that the same **product feature** can be de ... CELL MEANS Beneficial Image
Characteristic Product and groupa ... A significant task **effect** indicates that the ...
[Cited by 36](#) - [Web Search](#) - [BL Direct](#)

The Effect of New Product Features on Brand Choice

SM Nowlis, I Simonson - Journal of Marketing Research, 1996 - JSTOR
... the new features had a nonsignificant **effect** on the ... to choose a **product** that offers
a new **feature**. Another task **characteristic**, which we examine in a separate ...
[Cited by 24](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility- ... - group of 2 »

PM Herr, FR Kardes, J Kim - The Journal of Consumer Research, 1991 - JSTOR
... negative **attribute**) is per- ceived as **characteristic** of only low ... but average handling
(a neutral **feature**) can be ... L. and Punam Anand (1989), "The **Effect** of Vivid ...
[Cited by 121](#) - [Web Search](#)

Consumer Choice Behavior in Online and Traditional Supermarkets: The Effects of Brand Name, Price, ... - group of 7 »

AM Degeratu, A Rangaswamy, J Wu - International Journal of Research in Marketing, 2000 - smeal.psu.edu
... when consumers use the personal list **feature**, there is ... groceries from Peapod), this
should have little **effect** on ... an observable **characteristic** of the household. ...
[Cited by 129](#) - [View as HTML](#) - [Web Search](#)

... of Comparison, Attribute-Based Processing, and Attitude-Based Processing in Consumer Preference - group of 3 »

SP Mantel, FR Kardes - The Journal of Consumer Research, 1999 - JSTOR
... Has only the basic **feature** Subjects Subjects ... Independent Variables The individual
characteristic, need for ... the magnitude of the direction-of-comparison **effect**. ...
[Cited by 34](#) - [Web Search](#) - [BL Direct](#)

Consumer Preference for a No-Choice Option - group of 2 »

R Dhar - The Journal of Consumer Research, 1997 - JSTOR
... were described by a list of their **characteristic** features and ... trade-offs by evaluating
each **feature** in dollar terms would decrease the **effect** of context ...
[Cited by 88](#) - [Web Search](#) - [BL Direct](#)

Recommending or persuading? The impact of a shopping agent's algorithm on user behavior - group of 4 »

G Haeubl, KB Murray - ACM Conference on Electronic Commerce, 2001 - portal.acm.org
... Such **feature-** or **attribute-**based recommendation agents are ... algorithm — is a key
characteristic of a ... of the predicted inclusion **effect** — attributes receive ...

[Cited by 8 - Web Search](#)

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? - group of 2 »

AA Mitchell, JCJC Olson - Advertising & Society Review, 2000 - muse.jhu.edu

... of which contained verbal information about a **product characteristic**. ... The last **feature**, in fact, may account for ... beliefs had a major mediating **effect** on brand ...

[Cited by 147 - Web Search](#)

The attribute-mediation and product meaning approaches to the influences of human values on consumer ...

MW Allen - Advances in Psychology Research, 2000 - newcastle.edu.au

... values would influence consumer **choice** and does ... did not underlie **attribute** importance or **overall product preference**; **product preference** is simply a ...

[Cited by 14 - Web Search](#)

Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior

HCMV Trijp, WD Hoyer, JJ Inman - Journal of Marketing Research, 1996 - JSTOR

... Their distinguish- ing **feature** relative to the individual difference **characteristic** is that ... estimates, they are directly indicative of **effect** size, thereby ...

[Cited by 51 - Web Search](#) - [BL Direct](#)

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effect of (feature or characteristic or

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(impact or affect or effect) (feature or character

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Scholar Results 1 - 10 of about 25 for (impact or affect or effect) (feature or characteristic or attribute) ov

Restructuring: Constructive Processing of Information Displays in Consumer Choice - group of 2 »

E Coupey - The Journal of Consumer Research, 1994 - JSTOR

... consumers, and how the changes will **affect choice** processing, might ... and John McCann (1982), "The **Impact** of In ... Jarvenpaa, Sirkka L. (1989), "The **Effect** of Task ...

[Cited by 28](#) - [Web Search](#) - [BL Direct](#)

Sociocognitive Analysis of Group Decision Making among Consumers - group of 2 »

JC Ward, PH Reingen - The Journal of Consumer Research, 1990 - JSTOR

... Therefore, in addition to the **impact** on individuals' cognitive ... The simple main **effect** of party at T1 is sig ... distribution of beliefs in core maps **affect** the di ...

[Cited by 29](#) - [Web Search](#)

Product Differentiation and Oligopoly in International Markets: The Case of the US Automobile

... - group of 3 »

PK Goldberg - Econometrica, 1995 - JSTOR

... Year-specific effects that **affect** all households in the same ... The **impact** of financial status on newness is ... do not permit a distinction between cause and **effect**. ...

[Cited by 175](#) - [Web Search](#) - [BL Direct](#)

A Holistic Methodology for Modeling Consumer Response to Innovation - group of 3 »

RP Bagozzi - Operations Research, 1983 - JSTOR

... and environmental factor will also have an **effect** on a ... **Affect** can also be complex, consisting of separate arousal ... need not result only from the **impact** of 149. ...

[Cited by 13](#) - [Web Search](#)

Modularity in Product Architecture: Will the Auto Industry Follow the Computer Industry? - group of 2 »

S Fixson, M Sako - Fall Meeting of the International Motor Vehicle Program (..., 2001 - e-innovation.org

... chapter discusses differences in innovation type that can **affect** ... dimensions and speculates about the **impact** on the ... in **effect** is a new **product** offered them also ...

[Cited by 3](#) - [Web Search](#)

Distance Representations of Consumer Perceptions: Evaluating Appropriateness by Using Diagnostics

S Ghose - Journal of Marketing Research, 1998 - JSTOR

... it also serves to partition out the **impact** of a ... examine how the wrong model might **affect** the goodness ... S. (1997), "Market Structure Representation: **Effect** of Da ...

[Cited by 1](#) - [Web Search](#) - [BL Direct](#)

[book] Political judgment: structure and process

M Lodge, KM McGraw - 1995 - books.google.com

... consideration of the role of **affect**, anchoring and ... evaluations, order effects in information **impact**, and memory ... information about a given **attribute** for all ...

[Cited by 13](#) - [Web Search](#) - [Library Search](#)

[book] **Product Development and Design for Manufacturing**

JW Priest, JM Sanchez - 2001 - books.google.com

... methods to minimize their potential occurrence and **effect**. ... the future include collaborative **product** development, real ... will have a substantial **impact** on almost ...

Cited by 3 - Web Search

[book] **Fuzzy Sets in Management, Economics and Marketing**

C Zopounidis, PM Pardalos, G Baourakis, PM ... - 2001 - books.google.com

... The most salient **feature** of the late 20th century is the ... **Overall**, the book is organized into three major parts ... for quality wine, a very important Greek **product**. ...

Cited by 1 - Web Search - Library Search

Modeling Freight Demand and Shipper Behavior: State of the Art, Future Directions

AC Regan, RA Garrido - Preprint of IATBR, 2000 - its.uci.edu

... to this model in order to incorporate the spatial **effect** of a ... The model was used to evaluate the **impact** of marginal ... i, and X_{ik} is the k-th **attribute** of the ...

Cited by 7 - View as HTML - Web Search

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Result Page: 1 2 3 Next

(impact or affect or effect) (feature o

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(impact or affect or effect) (feature or character

1980

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Lowercase "or" was ignored. Try "OR" to search for either of two terms. [\[details\]](#)

Scholar Results 1 - 9 of 9 for (impact or affect or effect) (feature or characteristic or attribute) overall (pr

Discounting and Its **Impact** on Durables Buying Decisions - group of 3 »

RS WINER - Marketing Letters, 1997 - Springer

... Marketers can **affect** product-level discount rates through ... DISCOUNTING'S **IMPACT** ON DURABLES BUYING DECISIONS ... concept of importance would **effect** the following ...

Cited by 1 - [Web Search](#) - [BL Direct](#)

CONSUMER RESEARCH: IN SEARCH OF IDENTITY - group of 9 »

I Simonson, Z Carmon, R Dhar, A Drolet, SM Nowlis - Annual Review of Psychology, 2001 - psych.annualreviews.org

... as decision making, persuasion, regret, and **affect**. ... concrete relevance or immediate **impact** on particular ... theory applications) and (b) **effect** applications, in ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

Measuring Constructed Preferences: Towards a Building Code - group of 5 »

JW Payne, JR Bettman, DA Schkade - Journal of Risk and Uncertainty, 1999 - Springer

... random error that have the greatest **impact** on most ... Such mental models **affect** what information we pay attention ... **effect** is Russo's 1977 demonstration that the ...

Cited by 56 - [Web Search](#) - [BL Direct](#)

Assessing Advantage: A Framework for Diagnosing Competitive Superiority

GS Day, R Wensley - Journal of Marketing, 1988 - JSTOR

... run length, and salesforce density **affect** desirable out ... come when they can incorporate the **effect** of controllable ... on their features and the **impact** of marketing ...

Cited by 353 - [Web Search](#)

Annotated Subject Index and Author/Title Index 1997-2001

V XXXVIII, BS Relationships, C Behavior, C ... - Journal of Marketing Research, 2001 - extenza-eps.com

... still know little about the **effect** of missing ... See "Statistical Methods" How **Brand** Names **Affect** the Demand ... See "**Brand** Management" The **Impact** of **Brand** ...

[Web Search](#)

[book] Market response models: econometric and time series analysis - group of 2 »

DM Hanssens, LJ Parsons, RL Schultz - 1990 - books.google.com

... reality is that it has had little **impact** on a ... that a company can take actions that **affect** its own ... yields estimates of advertising **effect**, income **effect**, and so ...

Cited by 104 - [Web Search](#) - [Library Search](#)

Product Development-Managing a Dispersed Process - group of 2 »

E Dahan, JR Hauser - the Handbook of Marketing, Barton Weitz and Robin Wensley, ..., 2001 - cipd.mit.edu

... Table 2: Examples of Kano **Feature** Types (circa 2000) ... such a company's environmental **impact** and minority ... How does cultural anthropology **affect** product design? ...

Cited by 14 - [View as HTML](#) - [Web Search](#)

[book] Conflict and tradeoffs in decision making

EU Weber, J Baron, G Loomes... - 2000 - books.google.com

... and Sema Barlas 3The Enhancement of **Feature** Salience in ... and Matthew Weeks 4 The **Impact** of Emotional ... How does conflict **affect** the experience of decision making ...

[Cited by 4](#) - [Web Search](#) - [Library Search](#)

[book] [The social economics of health care](#)

JB Davis - 2001 - books.google.com

... encompass: the assessment of the **impact** of health ... about the nature of individual **preference**, Mooney emphasizes ... consistent with the social **choice** as integration ...

[Cited by 4](#) - [Web Search](#) - [Library Search](#)

(impact or affect or effect) (feature o

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(impact or affect or effect) (feature or characte

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Lowercase "or" was ignored. Try "OR" to search for either of two terms. [\[details\]](#)

Scholar Results 1 - 10 of about 17 for (impact or affect or effect) (feature or characteristic or attribute) ov

Discounting and Its Impact on Durables Buying Decisions - group of 3 »

RS WINER - Marketing Letters, 1997 - Springer

... Marketers can **affect** product-level discount rates through ... **DISCOUNTING'S IMPACT ON DURABLES BUYING DECISIONS** ... concept of importance would **effect** the following ...

Cited by 1 - [Web Search](#) - [BL Direct](#)

Measuring Constructed Preferences: Towards a Building Code - group of 5 »

JW Payne, JR Bettman, DA Schkade - Journal of Risk and Uncertainty, 1999 - Springer

... random error that have the **greatest impact** on most ... Such mental models **affect** what information we pay attention ... **effect** is Russo's 1977 demonstration that the ...

Cited by 56 - [Web Search](#) - [BL Direct](#)

Assessing Advantage: A Framework for Diagnosing Competitive Superiority

GS Day, R Wensley - Journal of Marketing, 1988 - JSTOR

... run length, and salesforce density **affect** desirable out ... come when they can incorporate the **effect** of controllable ... on their features and the **impact** of marketing ...

Cited by 353 - [Web Search](#)

CONSUMER RESEARCH: IN SEARCH OF IDENTITY - group of 9 »

I Simonson, Z Carmon, R Dhar, A Drolet, SM Nowlis - Annual Review of Psychology, 2001 - psych.annualreviews.org

... as decision making, persuasion, regret, and **affect**. ... concrete relevance or immediate **impact** on particular ... theory applications) and (b) **effect** applications, in ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

Annotated Subject Index and Author/Title Index 1997-2001

V XXXVIII, BS Relationships, C Behavior, C ... - Journal of Marketing Research, 2001 - extenza-eps.com

... researchers still know little about the **effect** of missing ... sets with missing information can **affect** buyer tastes ... a framework to analyze the **impact** of marketing ...

[Web Search](#)

Behavioral Decision Research: A Constructive Processing Perspective - group of 3 »

JW Payne, JR Bettman, EJ Johnson - Annual Review of Psychology, 1992 - med.annualreviews.org

... of information pres- entation also **affect** decision behavior. ... task-complexity **effect** is the **impact** of changes ... to effects such as the prominence **effect** of **choice** ...

Cited by 254 - [Web Search](#)

Product Development-Managing a Dispersed Process - group of 2 »

E Dahan, JR Hauser - the Handbook of Marketing, Barton Weitz and Robin Wensley, ..., 2001 - cipd.mit.edu

... Table 2: Examples of Kano **Feature** Types (circa 2000) ... such a company's environmental **impact** and minority ... How does cultural anthropology **affect** product design? ...

Cited by 14 - [View as HTML](#) - [Web Search](#)

[book] Conflict and tradeoffs in decision making

EU Weber, J Baron, G Loomes... - 2000 - books.google.com

... and Sema Barlas 3The Enhancement of **Feature** Salience in ... and Matthew Weeks 4 The **Impact** of Emotional ... How does conflict **affect** the experience ofdecision making ...

[Cited by 4](#) - [Web Search](#) - [Library Search](#)

Using decision tools in deciding system **product** requirements: literature review and a behaviourally ... - group of 4 »

J Hurri - 2000 - soberit.hut.fi

... can **affect** the way a technology is taken into ... the problem is analysed a secondary **effect** can be ... action / feedback Structuring and assessment of **impact** (that is ...

[Cited by 1](#) - [View as HTML](#) - [Web Search](#)

Recent developments in modelling preferences under risk

M Weber, C Camerer - OR Spectrum, 1987 - Springer

... utility, first exhibited the common consequence **effect** when he ... and the **choice** between X' and Y' would look like ... The distinctive **feature** of these models is the ...

[Cited by 24](#) - [Web Search](#)

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Result Page: 1 2 [Next](#)

(impact or affect or effect) (feature o

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 Adv.
Sch.
Sch.

Scholar Results 1 - 10 of about 13,300 for **prefer product overall prefer product attribute**. (0.15 seconds)

The Impact of Inferential Beliefs on **Product** Evaluations

J Huber, J McCann - Journal of Marketing Research, 1982 - JSTOR

... one assumes that the consumer evaluates a **product** in terms ... one or more rules, and forms a **prefer-**ence or ... of attributes and to provide an **overall** evaluation of ...

Cited by 59 - [Web Search](#)

Integrated **Product** Design for Marketability and Manufacturing

V Srinivasan, WS Lovejoy, D Beach - Journal of Marketing Research, 1997 - JSTOR

... utilizes **product attribute**-based customer **prefer-**ence and ... within targeted mar- kets, generating **product** concepts that ... One view of this **overall** process is as a ...

Cited by 51 - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Country of Origin as a Stereotype: Effects of Consumer Expertise and **Attribute** Strength on **Product** ... - group of 2 »

D Maheswaran - The Journal of Consumer Research, 1994 - JSTOR

... **attribute** information whereas novices **prefer** simple benefit ... to differentially interpret **attribute** infor- mation ... to change their **overall product** perceptions by ...

Cited by 63 - [Web Search](#) - [BL Direct](#)

Consumer evaluation of multi-**product** bundles: An information integration analysis

GJ Gaeth, IP Levin, G Chakraborty, AM Levin - Marketing Letters, 1991 - Springer

... bundle," an amount that would make them slightly **prefer** the bundle ... of the tie-in **product** are balanced in forming an **overall** impression ... MULTI-PRODUCT BUNDLES ...

Cited by 34 - [Web Search](#)

Comparing Consumers' Recall of Prepurchase and Postpurchase **Product** Evaluation Experiences - group of 2 »

SF Gardial, DS Clemons, RB Woodruff, DW Schumann, ... - The Journal of Consumer Research, 1994 - JSTOR

... 3) consumers may **prefer** to deal ... consequences from available **attribute** information (Chattopadhyay ... eg, attri- butes, **product overall** considerations, consequences ...

Cited by 63 - [Web Search](#) - [BL Direct](#)

The **attribute**-mediation and **product** meaning approaches to the influences of human values on consumer ...

MW Allen - Advances in Psychology Research, 2000 - newcastle.edu.au

... and subcompact cars tended to **prefer** more "collateral ... that human values did not underlie **attribute** importance or **overall product** preference; **product** ...

Cited by 14 - [Web Search](#)

The Impact of Cultural Patterns on Cognition and Intention in Singapore - group of 2 »

CT Tan, JU Farley - The Journal of Consumer Research, 1987 - JSTOR

... to more attractive women **prefer** favorable **product** ... more Westernized than the **overall** pop- ulation ... Cunningham (1972), "Gauging Foreign **Product** Promotion," Journal ...

Cited by 14 - [Web Search](#)

Effects of Framing on Evaluation of Comparable and Noncomparable Alternatives by Expert and Novice ... - group of 2 »

JR Bettman, M Sujun - The Journal of Consumer Research, 1987 - JSTOR

... the **product** without referencing an **attribute** were coded under this category. Statements of **overall** judgment (eg, "I like the camera;" "I **prefer Product 1**") and ...
[Cited by 84](#) - [Web Search](#) - [Library Search](#)

The Animosity Model of Foreign **Product** Purchase: An Empirical Test in the People's Republic of China

JG Klein, R Ettenson, MD Morris - Journal of Marketing, 1998 - JSTOR
... Whenever available, I would **prefer** to buy ... tional Modeling of Multiattribute **Overall** Evaluations: An ... and **Attribute** Strength on **Product** Evaluations," Journal of ...
[Cited by 49](#) - [Web Search](#) - [BL Direct](#)

The direct and indirect influences of human values on **product** ownership - group of 4 »

MW Allen, SH Ng - Journal of Economic Psychology, 1999 - newcastle.edu.au
... logical, systematic and comprehensive fashion, with **overall product** liking a result of the algebraic combination of the affect associated with each **attribute**. ...
[Cited by 18](#) - [Web Search](#)

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compare overall product preference to attribute

1980

- 2001

Search

Adv
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"to" is a very common word and was not included in your search. [\[details\]](#)

Scholar Results 1 - 10 of about 7,320 for **compare overall product preference to attribute preference**. (0.1

Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR

... Let us **compare** this to how the slogans may have been used in ... and the benefits, contributed to subjects' **overall** assessments of perceived **product** similarity. ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

Attribute-Task Compatibility as a Determinant of Consumer Preference Reversals

SM Nowlis, I Simonson - Journal of Marketing Research, 1997 - JSTOR

... deal- ers that offer competing **product** lines. ... dimensions in de- termining **overall** satisfaction judgments ... manner in which consumers **compare** enriched attributes ...

Cited by 80 - [Web Search](#) - [BL Direct](#)

... of Comparison, Attribute-Based Processing, and Attitude-Based Processing in Consumer Preference - group of 3 »

SP Mantel, FR Kardes - The Journal of Consumer Research, 1999 - JSTOR

... attributes that are difficult to **compare** directly across ... for cognition will encode an **overall** impression of ... and referred back to the **product** descriptions when ...

Cited by 34 - [Web Search](#) - [BL Direct](#)

Processing Product Unique Features: Alignability and Involvement in Preference

Construction - group of 3 »

S Zhang, AB Markman - Journal of Consumer Psychology, 2001 - leaonline.com

... with these two brands will **compare** the attributes ... Q) were equivalent in the **overall** favorability judgment ... assess their familiarity with the **product** and their ...

Cited by 19 - [Web Search](#) - [BL Direct](#)

Measuring the Influence of Individual Preference Structures in Group Decision Making

N Arora, GM Allenby - Journal of Marketing Research, 1999 - JSTOR

... was obtained so that we could **compare** its predictive ... of them with regard to their **overall** influence in ... Table 2 **PRODUCT ATTRIBUTES AND LEVELS Product Electric** ...

Cited by 15 - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Modeling Imprecision in Product Design - group of 3 »

KN Otto, EK Antonsson - Proceedings of the Third IEEE International Conference on ..., 1994 - ieexplore.ieee.org

... of design decision-making is to **compare** different design ... 4]. Attributes aggregated with 7' = **product** are said ... from the fact that **overall preference** for the ...

Cited by 14 - [Web Search](#)

Consumption Vocabulary and Preference Formation - group of 2 »

PM West, CL Brown, SJ Hoch - The Journal of Consumer Research, 1996 - JSTOR

... **Compare** quilt 1 to quilt 4, where the only change ... seven-point scale, in determining their **overall** evalua- tion ... were calculated by taking the **product** of subjects ...

Cited by 27 - [Web Search](#) - [BL Direct](#)

Consumer Choice Strategies for Comparing Noncomparable Alternatives - group of 2 »

MD Johnson - The Journal of Consumer Research, 1984 - JSTOR

... compar- isons does not always imply **preference** for a ... one can not assume that consumers can **compare overall** evaluations across **product** categories. ...Cited by 59 - [Web Search](#)Estimation of **Attribute** Weights from **Preference** Comparisons

D Horsky, MR Rao - Management Science, 1984 - JSTOR

... Johnson (1980) requires the respondents to **compare** pairs of ... the market acceptance of a new **product** concept and ... preferred to the other from an **overall** point of ...Cited by 9 - [Web Search](#)Transitions in **Preference** over Time: The Effects of Memory on Message Persuasiveness

JW Alba, H Marmorstein, A Chattopadhyay - Journal of Marketing Research, 1992 - JSTOR

... and were asked to read it carefully, **compare** it with the ... the case of abstract claims about **product** benefits in ... The claims may refer to the **overall** quality of a ...Cited by 13 - [Web Search](#) - [BL Direct](#)

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estimating the effects of characteristics on pro

1970

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Scholar Results 1 - 10 of about 9,380 for **estimating the effects of characteristics on product preference**.

Hedonic Prices and Implicit Markets: **Product** Differentiation in Pure Competition

S Rosen - The Journal of Political Economy, 1974 - ideas.repec.org

... Choice Approach to **Estimating** Workers' Marginal ... with indirect network **effects**: evidence from ATMs ... Consumers and Unobserved **Product Characteristics**: A Hedonic ...

Cited by 1021 - [Cached](#) - [Web Search](#)

Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR

... Specifically, the physical **characteristics** used in the exper ... 1969), "Beyond Tests of Significance: **Estimating** Strength of **Effects** in Selected Anova ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

Estimating Consumer Response to Food Market Reform Using Stated Preference Data: Evidence from ...

TS Jayne, L Rubey, F Lupi, D Tschirley, MT Weber - American Journal of Agricultural Economics, 1996 - JSTOR

... attributes as well as household **characteristics** such as ... potentially useful applications in **estimating** ex ante ... tant in anticipating the **effects** of structural ...

Cited by 13 - [Web Search](#) - [BL Direct](#)

Estimating Demand Functions for **Product Characteristics**: The Case of Automobiles - group of 2 »

MK Agarwal, BT Ratchford - The Journal of Consumer Research, 1980 - JSTOR

... Regarding manufacturer **effects**, the supply equa ... **ESTIMATING** CONSUMER PREFERENCES Estimates of the **preference** function of ... of a consumer with **characteristics** j can ...

Cited by 11 - [Web Search](#)

Valuing **Product** Attributes Using Single Market Data: A Comparison of Hedonic and Discrete Choice ... - group of 2 »

ML Cropper, L Deck, N Kishor, KE McConnell - The Review of Economics and Statistics, 1993 - JSTOR

... of the chosen house, and observed household **characteristics**-- are the ... and the hedonic model approach the problem of **estimating** the welfare **effects** of an ...

Cited by 18 - [Web Search](#)

Estimating the Values of Cattle **Characteristics** Using an Ordered Probit Model

HA Sy, MD Faminow, GV Johnson, G Crow - American Journal of Agricultural Economics, 1997 - JSTOR

... Theory The problem of **estimating** the marginal contri ... variables, since these main **effects** may only ... attribute relative to all other genetic **characteristics**?). ...

Cited by 10 - [Web Search](#) - [BL Direct](#)

Effects of **product** origin and selected demographics on consumer choice of red meats

KK Quagrainie, J Unterschultz, M Veeman - CANADIAN JOURNAL OF AGRICULTURAL ECONOMICS, 1998 - blackwell-synergy.com

Effects of **Product** Origin and Selected ... **preference** questionnaire to examine the potential effect of identified **product** and consumer **characteristics** on the ...

Cited by 20 - [Web Search](#) - [BL Direct](#)

Effects of Product Attributes and Consumer Characteristics on Attitude and Behavior: The Case of ... - group of 2 »

W Moon, WJ Florkowski, LR Beuchat, AVA ... - Agribusiness, 1999 - doi.wiley.com

... The **effects** of perceived prod- uct attributes ... as possessing many attributes (**characteristics**) that establish ... The current approach of **estimating** the parameter ...

Cited by 4 - [Web Search](#) - [BL Direct](#)

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? - group of 2 »

AA Mitchell, JCJC Olson - Advertising & Society Review, 2000 - muse.jhu.edu

... the algebraic model provides a means of **estimating** the belief ... we are concerned only with the **effects** of the ... 19, To avoid the demand **characteristics** that might be ...

Cited by 147 - [Web Search](#)

Differential effects of product category on shoppers' selection of Web-based stores: a ...

O Lowengart, N Tractinsky - Journal of Electronic Commerce Research, 2001 - csulb.edu

... That is, **estimating** the choice probability of ... Differential **Effects of Product Category** on Shoppers ... model that incorporates the different **characteristics** of the ...

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Antimerger Policy under the Hart-Scott-Rodino Act: A Reexamination of the Market Power Hypothesis - group of 2 »

BE Eckbo, P Wier - Journal of Law and Economics, 1985 - JSTOR

... See, for example, **William** M. Landes & Richard A. Posner ... Eckbo, supra note 4; and by **Peggy** Wier, the ... SN Spectra-Physics (Laserplane) SD **Harvey** Hubbell (Ohio Brass ...

Cited by 49 - Web Search

book Filmed Television Drama, 1952–1958 - group of 3 »

W Hawes - 2001 - books.google.com

... Would **William** Wyler's Mrs. Miniver, 1942, the story of a middle class ... The Independent Theater Owners Association was furious; President **Harvey** Brandt said the ...

Web Search - Library Search

book Waiting for Prime Time: The Women of Television News

M Sanders, M Rock - 1994 - books.google.com

... could find them. Murrow and **William** L. Shirer, himself hired by Murrow in Europe, did their own hiring as the need arose. They were ...

Cited by 5 - Web Search - Library Search

william harvey peggy kintner

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The **products** chosen were either **whole** (fresh), processed; or animal-based. ... Consumer **preferences** over food **attributes** are analyzed within the random ...
www.choicesmagazine.org/2005-4/GMOs/2005-4-02.htm - 22k - [Cached](#) - [Similar pages](#)

Projecting **Preferences** for Components from the **Product's** Overall Evaluation ... **whole**.
to. par. rt. Fro. Figure 1. **Comparison** of expected value model and ...
www.interscope.co.jp/english/conjoint.pdf - [Similar pages](#)

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compare product preference as a wt

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Scholar Results 1 - 10 of about 1,150 for **conjoint analysis product preference compare overall preferenc**

Conjoint Analysis in Marketing: New Developments with Implications for Research and Practice

PE Green, V Srinivasan - Journal of Marketing, 1990 - JSTOR

... Methods in Decompositional Multiattribute **Preference** Models," Journal ... F. Rosenbaum (1987), "Redesigning **Product** Lines With **Conjoint Analysis**: How Sun ...

Cited by 351 - [Web Search](#)

Conjoint Analysis in Consumer Research: Issues and Outlook - group of 2 »

PE Green, V Srinivasan - The Journal of Consumer Research, 1978 - JSTOR

... In the relatively short time that **conjoint analysis** has been in ... of Items Most of the **conjoint** methodologies and ... a single item from a **product** (service) class. ...

Cited by 330 - [Web Search](#) - [Library Search](#)

Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR

... A **conjoint analysis** framework was ultimately selected because it ... A **conjoint** task was designed such that ... sidered hypothetical, full-profile **product** descriptions ...

Cited by 36 - [Web Search](#) - [BL Direct](#)

Attribute-Task Compatibility as a Determinant of Consumer Preference Reversals

SM Nowlis, I Simonson - Journal of Marketing Research, 1997 - JSTOR

... whether the preferences derived from **conjoint analysis** are indeed ... TEST FOR THE CHOICE-RATINGS **PREFERENCE REVERSAL** Choice ... they wanted to buy the **product** (eg, a ...

Cited by 80 - [Web Search](#) - [BL Direct](#)

Levels of Aggregation in Conjoint Analysis: An Empirical Comparison

WL Moore - Journal of Marketing Research, 1980 - JSTOR

... 520. LEVELS OF AGGREGATION IN **CONJOINT ANALYSIS** dependent variable ... regression was run with **preference** as the dependent variable and the **product** profiles and ...

Cited by 21 - [Web Search](#)

The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice

J Huber, DR Wittink, JA Fiedler, R Miller - Journal of Marketing Research, 1993 - JSTOR

... ALTERNATIVE **PREFERENCE ELICITATION PROCEDURES** Model," Journal ... Hybrid Models for **Conjoint Analysis**: Some Empirical ... Analytical Approaches to **Product** and Market ...

Cited by 43 - [Web Search](#) - [BL Direct](#)

Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement

V Srinivasan, CS Park - Journal of Marketing Research, 1997 - JSTOR

... The Effectiveness of Alternative **Preference** Elicitation Procedures in ... Preferences with Hybrid **Conjoint Analysis**: The Impact of ... in New- **Product** Development and ...

Cited by 43 - [Web Search](#) - [BL Direct](#)

... Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute



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Scholar Results 1 - 10 of about 869 for **conjoint analysis product preference ratio overall preference to a**

Conjoint Analysis in Consumer Research: Issues and Outlook - group of 2 »

PE Green, V Srinivasan - The Journal of Consumer Research, 1978 - JSTOR

... measure the parameters of the **preference** model, then ... After completing a **conjoint analysis** task, a subset of ... **Product** moment correlations of the estimated param ...

Cited by 330 - [Web Search](#) - [Library Search](#)

Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference - group of 2 »

R Lefkoff-Hagius, CH Mason - The Journal of Consumer Research, 1993 - JSTOR

... RESULTS **Attribute** Importance Weights **Conjoint analysis** was used ... on average, the **conjoint** regression models ... Beneficial Image Characteristic **Product** and groupa ...

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Levels of Aggregation in Conjoint Analysis: An Empirical Comparison

WL Moore - Journal of Marketing Research, 1980 - JSTOR

... 520. LEVELS OF AGGREGATION IN **CONJOINT ANALYSIS** dependent variable ... regression was run with **preference** as the dependent variable and the **product** profiles and ...

Cited by 21 - [Web Search](#)

Brand Equity, Brand Preference, and Purchase Intent.

CJ Cobb-Walgren, CA Ruble, N Donthu - Journal of Advertising, 1995 - questia.com

... **Conjoint analysis** is a multivariate technique which ... importance of a **product's** multidimensional attributes ... much in the respondent's **preference** for predetermined ...

Cited by 54 - [Web Search](#)

Stated preference analysis of travel choices: the state of practice

DA Hensher - Transportation, 1994 - Springer

... or market share for a service or **product**. ... The engine of stated **preference analysis** is a controlled ... require specialist support; whereas the **overall** process can ...

Cited by 98 - [Web Search](#) - [Library Search](#)

The effect of differences in the number of attribute levels on conjoint results

DR Wittink, L Krishnamurthi, DJ Reibstein - Marketing Letters, 1990 - Springer

... (1988) report the reliability of **conjoint** results for ... to facilitate the use of regression **analysis** across matrices ... For a given **product** category these average ...

Cited by 29 - [Web Search](#)

Conjoint Measurement for Quantifying Judgmental Data

PE Green, VR Rao - Journal of Marketing Research, 1971 - JSTOR

... analyzing factorial experiments, where the **analysis** is similar ... Since **conjoint** measurement algorithms include a display of ... of course, this by-**product** is useful ...

Cited by 135 - [Web Search](#)

... Repeating an Advertisement More Frequently Than the Competition Affect Brand Preference in a Mature ...

GD'Souza, RC Rao - Journal of Marketing, 1995 - JSTOR

... Also, different **product** classes varying in the number ... as the component of **overall preference** not explained ... Our use of **conjoint analysis** to measure preferences ...
[Cited by 17](#) - [Web Search](#) - [BL Direct](#)

How Much Does the Market Value an Improvement in a Product Attribute? - group of 7 »

E Ofek, V Srinivasan - Marketing Science, 2003 - extenza-eps.com

... individual have been estimated by **conjoint analysis** (Green and ... to keep each customer's **preference** constant ... their probability of purchasing the focal **product**. ...

[Cited by 13](#) - [Web Search](#) - [BL Direct](#)

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation

V Srinivasan, AK Jain, NK Malhotra - Journal of Marketing Research, 1983 - JSTOR

... not an issue for the **product/service**, constrained ... of collecting **preference** data for **conjoint analysis** are the ... popularly known as tradeoff **analysis** (Green and ...

[Cited by 9](#) - [Web Search](#)

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Flexibility Valuation of **Product** Family Architecture: A Real-Option Approach

J Jiao, A Kumar, CM Lim - ntu.edu.sg

... because the **downside** potential is limited while the **upside** potential still ... obtained using **conjoint analysis** [3]. In addition, relative importance of Fs ...

[Web Search](#)

Assessing the economics of biogenerics

JM Greuel - 2004 - ingentaconnect.com

... in variance would not only decrease the **downside** risk, but also decrease the **upside** potential. ... In a **conjoint analysis**, a physician is guided through a ...

[Cited by 1 - Web Search](#)

Evaluating R&D Projects as Learning Options: Why More Variability is Not Always Better - group of 2 »

A Huchzermeier, CH Loch - Produktion und Controlling, München, 1999 - whu.edu

... it allows R&D managers to mitigate against **downside** risk while maintaining the **upside** potential ... use the consumer surplus derived from a **conjoint analysis**. ...

[Cited by 2 - Web Search](#)

Product Development—Managing a Dispersed Process - group of 2 »

E Dahan, JR Hauser - the Handbook of Marketing, Barton Weitz and Robin Wensley, ..., 2001 - cipd.mit.edu

... that 68% of firms used focus groups, and 42% used limited **product** roll-outs. In addition, many firms used formal concept tests, **conjoint analysis**, and Quality ...

[Cited by 14 - View as HTML - Web Search](#)

Optimal Parallel and Sequential Prototyping in **Product** Design

E Dahan, H Mendelson - Unpublished Manuscript, MIT, 1998 - mit.edu

... of uncertainty about **upside** profit potential ... costing, lead user **analysis**, benchmarking, **conjoint analysis**, quality function deployment, parametric **analysis** and ...

[Cited by 3 - View as HTML - Web Search](#)

An Extreme-Value Model of Concept Testing - group of 8 »

E Dahan, H Mendelson - Management Science, 2001 - extenza-eps.com

... describe methods of adaptive-**conjoint** questioning and ... measure the “fatness” of **upside** profit uncertainty? ... of data to inform the **analysis** and illustrates ...

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Project Management Under Risk: Using the Real Options Approach to Evaluate Flexibility in R&D - group of 10 »

A Huchzermeier, CH Loch - Management Science, 2001 - extenza-eps.com

... applied to protect the project against a **downside**. ... side while retaining the benefits of the **upside**. ... customer utility derived from a **conjoint analysis** (see, eg ...

[Cited by 53 - Web Search - Library Search - BL Direct](#)

Flexible **Product** Platforms - group of 2 »

ES Suh - 2005 - esd.mit.edu

... 108 5.4.1 **Product** Family Optimization 108 5.4.2 Sensitivity **Analysis**

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MEASURING CONSUMER RISK-RETURN TRADEOFFS - group of 2 »

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... defect ratio in the procurement of commodities, estimated time until **product** failure, and ... **downside** risk gives proportionally more **upside** gain as ...

[View as HTML](#) - [Web Search](#)Agile SYSTEMS ENGINEERING versus AGILE SYSTEMS engineering

R Habermellner, O de Weck - mit.edu

... extensive marketing surveys, using **conjoint analysis** and other ... Solving Cycles) •

The **analysis** of solutions ... take advantage of unexpected **upside** opportunities. ...

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Evaluating R&D Projects as Learning Options: Why More Variability is Not Always Better - group of 2 »

A Huchzermeier, CH Loch - Produktion und Controlling, München, 1999 - whu.edu

... it allows R&D managers to mitigate against **downside** risk while maintaining the **upside** potential ... use the consumer surplus derived from a **conjoint analysis**. ...Cited by 2 - [Web Search](#)

Product Development—Managing a Dispersed Process - group of 2 »

E Dahan, JR Hauser - the Handbook of Marketing, Barton Weitz and Robin Wensley, ..., 2001 - cipd.mit.edu

... that 68% of firms used focus groups, and 42% used limited **product** roll-outs. In addition, many firms used formal concept tests, **conjoint analysis**, and Quality ...Cited by 14 - [View as HTML](#) - [Web Search](#)

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E Dahan, H Mendelson - Unpublished Manuscript, MIT, 1998 - mit.edu

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... describe methods of adaptive-**conjoint** questioning and ... measure the "fatness" of **upside** profit uncertainty? ... of data to inform the **analysis** and illustrates ...Cited by 10 - [Web Search](#) - [BL Direct](#)

Project Management Under Risk: Using the Real Options Approach to Evaluate Flexibility in R&D - group of 10 »

A Huchzermeier, CH Loch - Management Science, 2001 - extenza-eps.com

... applied to protect the project against a **downside**. ... side while retaining the benefits of the **upside**. ... customer utility derived from a **conjoint analysis** (see, eg ...Cited by 53 - [Web Search](#) - [Library Search](#) - [BL Direct](#)

The Virtual Customer: Communication, Conceptualization, and Computation - group of 2 »

E Dahan, JR Hauser - The Journal of **Product** Innovation Management, 2000 - ebusiness.mit.edu... There is, however, a **downside** to rapid communication ... depict virtual products and **product** features ... For example, adaptive **conjoint analysis** (ACA) has long adapted ...Cited by 5 - [View as HTML](#) - [Web Search](#)

Hermann Simon on Marketing:

AI by Reinhard - European Management Journal, 2001 - wirtschaft.uni-kassel.de

... For measuring value, I believe **conjoint** measurement is the ... attractive when the customer buys a **product**, such as ... drivers - their jobs would be turned **upside** down ...[View as HTML](#) - [Web Search](#)

Making Marketing Research Accountable

J Gandz, TW Whipple - Journal of Marketing Research, 1977 - JSTOR

... reports of the validation of **conjoint** measurement predictions ... behavior [1] and other **analysis** techniques [2 ... The **upside** benefit of obtaining optimal profits of ...

[Cited by 2](#) - [Web Search](#)

[Avoiding the Pitfalls of Emerging Technologies - group of 2 »](#)

GS Day, PJH Schoemaker - California Management Review, 2000 - summer.berkeley.edu

... not resume their efforts until the viability of the new **product** was demonstrated ...

niques such as sample surveys, concept tests, and **conjoint analysis** are seldom ...

[Cited by 26](#) - [Web Search](#) - [BL Direct](#)

[Culture and individual judgment and decision making - group of 2 »](#)

EU Weber, CK Hsee - Applied Psychology: An International Review, 2000 - ingentaconnect.com

... a model of risk perception, called **conjoint** expected risk (CER ... scaling, clustering,

and factor **analysis** to identify ... one places on the **upside** potential relative ...

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Scholar Results 1 - 10 of about 8,860 for **how many people prefer product overall or relative to an attribute**

Consumer Choice Strategies for Comparing Noncomparable Alternatives - group of 2 »

MD Johnson - The Journal of Consumer Research, 1984 - JSTOR

... **People** often **prefer** within-**attribute** processing and may choose a ... Why **people** would retain a within-**attribute** strategy ... may not be obvious to **many** consumers ...

[Cited by 59](#) - [Web Search](#)

Positively versus Negatively Framed **Product** Attributes: The Influence of Involvement - group of 3 »

RJ Donovan, G Jalleh - Psychology and Marketing, 1999 - doi.wiley.com

... study was carried out to explore **people's** associations ... was the same, but they would **prefer** to buy ... These data further indicate that **many** respondents perceive ...

[Cited by 3](#) - [Web Search](#) - [BL Direct](#)

International **Product** Positioning - group of 4 »

JK Johansson, HB Thorelli - Journal of International Business Studies, 1985 - palgrave-journals.com

... the respondents' answers to an **overall** rating question ... stereotypes are shared among **many people**, the inter ... account when positioning the **product** abroad, What ...

[Cited by 18](#) - [Web Search](#)

Rules for Using Multi-**Attribute** Utility Theory for Estimating a User's Interests - group of 2 »

R Schäfer - Proc. 9. GI-Workshops: ABIS-Adaptivität und ..., 2001 - cpdee.ufmg.br

... This is probably the reason why **people** use more simpler ... the user has to decide whether to **prefer** a solution ... There are **many** degrees at which complexity can be ...

[Cited by 8](#) - [View as HTML](#) - [Web Search](#)

The Voice of the Customer - group of 7 »

A Griffin, JR Hauser - Marketing Science, 1993 - JSTOR

... When evaluating a **product** program we **prefer** to base ... The used-brand sample includes only **people** who have ... sample includes more consumers including **many** who have ...

[Cited by 239](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

The Effect of Common Features on Brand Choice: Moderating Role of **Attribute** Importance - group of 2 »

A Chernev - The Journal of Consumer Research, 1997 - JSTOR

... In addition, **many** products and services are bundled ... groups ranging in size between 20 and 40 **people**. ... 1 = weakly **prefer**, 4 = strongly **prefer**) was administered ...

[Cited by 15](#) - [Web Search](#) - [BL Direct](#)

Product Class Advertising Effects on First-Time Buyers' Decision Strategies - group of 2 »

P Wright, PD Rip - The Journal of Consumer Research, 1980 - JSTOR

... **People** approaching a choice among unfamiliar options seek ... with the same focus may evoke **many** thoughts closely ... with an adult's modeling of **prefer-**ence-judgment ...

[Cited by 24](#) - [Web Search](#)

Difference in **Attribute** Importance for Different Industrial Products

DR Lehmann, JO'Shaughnessy - Journal of Marketing, 1974 - JSTOR
... of Relationships Between Attitudes, Brand **Prefer-**ence, and ... from the difficulty of getting **people** to coordinate ... that, in a situation where **many** problems exist ...
[Cited by 52](#) - [Web Search](#)

Network externalities in microcomputer software: an econometric analysis of the spreadsheet market - group of 8 »

E Brynjolfsson, CF Kemerer - 1993 - ccs.mit.edu
... increases to the degree that other **people** also use ... Hence new users will **prefer** more popular spreadsheets to ... comparable estimates of speed for **many** products is ...
[Cited by 204](#) - [Cached](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

Less is better: when low-value options are valued more highly than high-value options - group of 3 »

CK Hsee - Journal of Behavioral Decision Making, 1998 - doi.wiley.com
... The second factor Φ **product** category Φ is a ... 2 The results of Study 2 corroborate **many** existing studies ... a larger payoff (the \$-bet) Φ **people prefer** the p-bet ...
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Examined 50 files	
8	75: TGG Management Contents(R)_86-2006/Feb W2
2	88: Gale Group Business A.R.T.S._1976-2006/Feb 14
1	129: PHIND(Archival)_1980-2006/Feb W2
Examined 100 files	
Processing	
7	148: Gale Group Trade & Industry DB_1976-2006/Feb 20
5	180: Federal Register_1985-2006/Feb 07
Examined 150 files	
Processing	
Processing	
>>>File 266: Prefix "PY" is undefined	
1	266: FEDRIP_2005/Dec
Examined 200 files	
14	348: EUROPEAN PATENTS_1978-2006/Feb W02
42	349: PCT FULLTEXT_1979-2006/UB=20060216,UT=20060209
Examined 250 files	
Examined 300 files	
1	484: Periodical Abs Plustext_1986-2006/Feb W2
1	485: Accounting & Tax DB_1971-2006/Feb W2
Examined 350 files	
1	553: Wilson Bus. Abs._1982-2004/Dec
Examined 400 files	
Processing	
Processing	
Processing	
Processing	
25	654: US Pat.Full._1976-2006/Feb 16
Examined 450 files	
Examined 500 files	
Examined 550 files	
1	993: NewsRoom 2003
Processing	
Processing	
2	996: NewsRoom 2000

kwit

16 files have one or more items; file list includes 560 files.
One or more terms were invalid in 104 files.

Qalog
218606

Your SELECT statement is:

s (((ratio? ? or matrix or matrices) (10n) (product? ? or brand?
?) (3n) (preference? ? or choice? ?) (7n) (feature? ? or attribute? ? or
characteristic? ?)) and test??? and control? ?) not py>2001

Items	File
-----	-----
1	13: BAMP_2006/Feb W2
2	15: ABI/Inform(R)_1971-2006/Feb 18
1	35: Dissertation Abs Online_1861-2006/Jan
Examined 50	files
7	75: TGG Management Contents(R)_86-2006/Feb W2
Examined 100	files
6	148: Gale Group Trade & Industry DB_1976-2006/Feb 20
1	180: Federal Register_1985-2006/Feb 07
Examined 150	files
Processing	
Processing	
Examined 200	files
3	348: EUROPEAN PATENTS_1978-2006/Feb W02
6	349: PCT FULLTEXT_1979-2006/UB=20060216, UT=20060209
Examined 250	files
Examined 300	files
3	484: Periodical Abs Plustext_1986-2006/Feb W2
Examined 350	files
Examined 400	files
1	647: CMP Computer Fulltext_1988-2006/Feb W4
Processing	
1	654: US Pat.Full._1976-2006/Feb 16
Examined 450	files
Examined 500	files
Examined 550	files
Processing	

kuic

11 files have one or more items; file list includes 560 files.
One or more terms were invalid in 104 files.

Dialog
2/18/02

Your SELECT statement is:

s (((force or forced)()choice? ?)AND((product? ? or brand?
?)(2n)(prefer????? or favor????))AND((attribute? ? or characteristic? ? or
factor? ?)(3n)(brand? ? or product? ?))AND(overall or general or
cumulative?? or comprehensive??)) not py>2001

Items	File
----	----
7	15: ABI/Inform(R)_1971-2006/Feb 18
Examined 50 files	
3	75: TGG Management Contents(R)_86-2006/Feb W2
1	88: Gale Group Business A.R.T.S._1976-2006/Feb 14
Examined 100 files	
4	148: Gale Group Trade & Industry DB_1976-2006/Feb 20
Examined 150 files	
Processing	
Processing	
Examined 200 files	
2	349: PCT FULLTEXT_1979-2006/UB=20060216,UT=20060209
Examined 250 files	
Examined 300 files	
1	484: Periodical Abs Plustext_1986-2006/Feb W2
Examined 350 files	
2	553: Wilson Bus. Abs._1982-2004/Dec
Examined 400 files	
Processing	
1	654: US Pat.Full._1976-2006/Feb 16
Examined 450 files	
Examined 500 files	
Examined 550 files	
Processing	
2	996: NewsRoom 2000

9 files have one or more items; file list includes 560 files.
One or more terms were invalid in 104 files.

} kuc

Dialog
2/18/06

Your SELECT statement is:

s ((compar? ? or comparing or comparison? ? or ratio? ?)(6n)(overall or whole)(4n)(product? ? or brand? ?)(4n)(prefer????? or favor?????)(8n)(attribute? ? or feature? ? or characteristic? ?)) not py>2001

Items	File
----	----
1	5: Biosis Previews(R)_1969-2006/Feb W2
2	7: Social SciSearch(R)_1972-2006/Feb W2
2	11: PsycINFO(R)_1887-2006/Feb W1
5	15: ABI/Inform(R)_1971-2006/Feb 18
5	16: Gale Group PROMT(R)_1990-2006/Feb 20
1	20: Dialog Global Reporter_1997-2006/Feb 17
1	35: Dissertation Abs Online_1861-2006/Jan
2	47: Gale Group Magazine DB(TM)_1959-2006/Feb 20
1	51: Food Sci.&Tech.Abs_1969-2006/Feb W2
1	53: FOODLINE(R): Science Sight_1972-2006/Feb 15
Examined 50	files
1	73: EMBASE_1974-2006/Feb 16
1	74: Int.Pharm.Abs_1970-2006/Jan B2
2	75: TGG Management Contents(R)_86-2006/Feb W2
Examined 100	files
7	148: Gale Group Trade & Industry DB_1976-2006/Feb 20
2	149: TGG Health&Wellness DB(SM)_1976-2006/Jan W5
1	155: MEDLINE(R)_1951-2006/Feb 20
1	156: ToxFile_1965-2005/Dec W2
Examined 150	files
Processing	
Processing	
4	275: Gale Group Computer DB(TM)_1983-2006/Feb 20
Examined 200	files
1	347: JAPIO Nov 1976-2005/Oct(Updated 060203)
1	348: EUROPEAN PATENTS_1978-2006/Feb W02
3	349: PCT FULLTEXT_1979-2006/UB=20060216,UT=20060209
Examined 250	files
2	440: Current Contents Search(R)_1990-2006/Feb 17
Examined 300	files
Examined 350	files
1	545: Investext(R)_1982-2006/Feb 18
2	553: Wilson Bus. Abs._1982-2004/Dec
2	570: Gale Group MARS(R)_1984-2006/Feb 20
Examined 400	files
1	621: Gale Group New Prod.Annou.(R)_1985-2006/Feb 20
1	646: Consumer Reports_1982-2006/Feb
1	649: Gale Group Newswire ASAP(TM)_2006/Feb 14
Processing	
Processing	
5	654: US Pat.Full._1976-2006/Feb 16
Examined 450	files
Examined 500	files
1	810: Business Wire_1986-1999/Feb 28
Examined 550	files
Processing	

30 files have one or more items; file list includes 560 files.
One or more terms were invalid in 104 files.

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